

# Social Business Model Canvas

<p><b>Key Resources</b></p> <p><i>What resources will you need to run your activities? People, finance, access?</i></p>	<p><b>Key Activities</b></p> <p><i>What programme and non-programme activities will your organisation be carrying out?</i></p>	<p><b>Type of Intervention</b></p> <p><i>What is the format of your intervention? Is it a workshop? A service? A product?</i></p>	<p><b>Segments</b></p> <p><b>Beneficiary</b></p>	<p><b>Value Proposition</b></p> <p><b>Social Value Proposition</b></p> <p><b>Impact Measures</b></p> <p><i>How will you show that you are creating social impact?</i></p> <p><b>Customer Value Proposition</b></p> <p><i>What do your customers want to get out of this initiative?</i></p>
<p><b>Partners + Key Stakeholders</b></p> <p><i>Who are the essential groups you will need to involve to deliver your programme? Do you need special access or permissions?</i></p>		<p><b>Channels</b></p> <p><i>How are you reaching your beneficiaries and customers?</i></p>	<p><b>Customer</b></p> <p><i>Who are the people or organisations who will pay to address this issue?</i></p>	
<p><b>Cost Structure</b></p> <p><i>What are your biggest expenditure areas? How do they change as you scale up?</i></p>		<p><b>Surplus</b></p> <p><i>Where do you plan to invest your profits?</i></p>	<p><b>Revenue</b></p> <p><i>Break down your revenue sources by %</i></p>	